

Drug Aware 'Real Facts' Campaign Community Resource Kit



About the campaign

The Drug Aware 'Real Facts' Campaign aims to prevent and delay the uptake of illicit drug use among young people.

This toolkit provides health professionals and community groups with some strategies about what can be done locally to prevent and reduce drug-related harm among young people.

Early onset of substance use has been associated with a range of consequences, including the development of substance use and mental health disorders, poor school performance, and juvenile offending. These disabling consequences can persist into adulthood, and are associated with considerable burden and costs to society.

The campaign is a collaborative initiative between the Mental Health Commission (MHC) and Curtin University.

This campaign promotes Drug Aware as a source of credible and accurate information on illicit drugs. The campaign seeks to increase awareness and knowledge of the potential health, social and legal consequences of illicit drug use.

Primary target group

- Young people aged 15 to 25-years old at risk of drug use.

In 2016, 14.8% of Western Australian young people aged 14 to 19 years had used an illegal drug in the past 12 months. This increased to 29.8% of 20 to 29 year olds.

CIRCLES AROUND THE MONTHS INDICATE WHEN THE STATEWIDE CAMPAIGN IS IN MARKET

2018 AUG **SEPT** **OCT** NOV DEC **2019** JAN FEB MAR **APR** **MAY** JUN

Key messages

01

In Western Australia, It is illegal to possess, use, manufacture, cultivate or supply an illicit drug.

Penalties range from a \$2,000 fine and/or a two-year prison term, to a \$100,000 fine and/or imprisonment for 25 years.

In addition, the person convicted of a drug offence will receive a criminal record and this can lead to difficulties in getting a job, credit or visas for overseas travel.

02

Drug use can lead to a range of health effects and risks. This includes a range of short and long-term physical effects and mental health issues.

03

Drug use can lead to social and emotional problems and can affect relationships with family and friends.



Get the real facts at drugaware.com.au

Frequently asked questions

Q: What are drugs

A: A drug is any substance (with the exception of food and water) which, when taken into the body, alters the body's function either physically and/or psychologically. Drugs may be legal (e.g. alcohol, caffeine and tobacco) or illegal (e.g. cannabis, ecstasy, cocaine and heroin).

Psychoactive drugs affect the central nervous system and alter a person's mood, thinking and behaviour. Psychoactive drugs may be divided into four categories: depressants, stimulants, hallucinogens and 'other'.

Q: What are the side effects of drugs?

A: Drug use can affect your physical and mental health.

The effects of drugs vary depending on:

- the person – mood, physical size, health, gender, previous experience with drug use, expectations of the drug, personality, whether the person has had food and whether other drugs have been taken.
- the drug – the amount used, its purity, how often it is used, and how it is used.
- the place – whether the person is using with friends, on his/her own, in a social setting or at home, at work or before driving.

Q: What are the different types of drugs?

A: Psychoactive drugs may be divided into four categories:

Depressants: Drugs that decrease alertness by slowing down the activity of the central nervous system (e.g. heroin, alcohol and pain medication).

Stimulants: Drugs that increase the body's state of arousal by increasing the activity of the brain (e.g. caffeine, nicotine, amphetamines and cocaine).

Hallucinogens: Drugs that alter perception and can cause hallucinations, such as seeing or hearing something that is not there (e.g. LSD and 'magic mushrooms').

Other: Some drugs fall into the 'other' category, as they may have properties of more than one of the above categories (e.g. cannabis has depressive, hallucinogenic and some stimulant properties).

Q: What can drugs do to your life?

A: Drug use can impact on your life in many ways. Illicit drug use can also lead to problems with the law. A person convicted of a drug offence will receive a criminal record and this can lead to difficulties in getting a job, credit or visas for overseas travel. The cost of purchasing drugs can lead to financial problems and drug use can lead to social and emotional problems that affect relationships with family and friends.

Q: How long do drugs stay in your system?

A: Drugs affect every person differently. The drug you use (strength, dose, and how often you use it and other drugs) can affect how long it stays in your system. It can also be affected by you as an individual depending on your tolerance, age and gender, overall health, metabolism, mood and environment you are in.

Q: What would happen if I got caught with drugs?

A: In Western Australia, under the Misuse of Drugs Act 1981, it is illegal to use, possess, manufacture or supply drugs. Offences under this Act carry heavy fines and/or prison sentences.

Penalties vary depending on the offence:

- possession offences: up to \$2,000 in fines and/or two years in prison.
- supply offences: up to \$100,000 in fines and/or 25 years in prison.

A person convicted of a drug offence can receive a criminal record, which can lead to difficulties in getting a job, health insurance, credit rating or visas for overseas travel.

Q: Where can you go to get help for drug use?

A: The Alcohol and Drug Support Line provides free counselling and advice 24 hours a day. The service is confidential and can provide information, counselling, referral and advice on alcohol and other drugs. They can also provide a free call back service to socially and geographically isolated clients. You can contact the Alcohol and Drug Support Line on (08) 9442 5000 or 1800 198 024 (country callers) or email them at alcoholdrugsupport@mhc.wa.gov.au.

Q: Can Cannabis use cause mental health issues?

A: Cannabis use increases the risk of developing mental health issues including schizophrenia. This risk increases with the frequency and amount of use.

Schizophrenia alters brain function and changes a person's perception of reality. Symptoms of schizophrenia include hallucinations, hearing or seeing things that are not there, and experiencing delusions.

Q: What are the risks of ecstasy?

A: There are a range of health effects and risks related to ecstasy use. For example ecstasy use can disrupt body temperature regulation. This can lead to heat exhaustion and more serious conditions including:

- heat stroke (hyperthermia)
- hyponatremia
- muscle meltdown (rhabdomyolysis), and
- internal bleeding (disseminated intravascular coagulation).

Key campaign materials

To view the campaign materials visit the [Drug Aware](https://www.drugaware.com.au) website.



Radio advertisements



Digital banners



Digital portraits

Outdoor bus ads



Snapchat/Instagram

Facebook canvas

As a community-based stakeholder you may wish to use one or all of the supplied materials and strategies. You are in the best position to determine which activities work best for your community and we are happy to offer assistance.

Contact your Community Support and Development Programs team member if you need help to implement any of the campaign materials.
MHCCommunitySupportAndDevelopment@mhc.wa.gov.au

Resources

For each resource shown below, click on the image to download a PDF direct to your computer.

A4 posters

“ Hey, what are drugs? ”

Here's something I found on the web.
Rugs are thick pieces of heavy fabric similar to carpet.

Get the real facts
at drugaware.com.au

DRUG AWARE

“ Ok, what are the side effects of drugs? ”

Sorry, did you mean...
What are the size defects of Uggs?

Get the real facts
at drugaware.com.au

DRUG AWARE

“ Hey, what can drugs do to my life? ”

You requested
'It's my life' by Bon Jovi.
Play now?

Get the real facts
at drugaware.com.au

DRUG AWARE

“ Ok, what happens if I get caught with drugs? ”

Here's something I found on the web.
If you are caught with dogs, you may be evicted from your rental.

Get the real facts
at drugaware.com.au

DRUG AWARE

Other resources

“ Hey, can cannabis cause mental health issues? ”

Here's what I found on the web.
Animals can benefit people living with mental health issues.

Get the real facts
at drugaware.com.au

DRUG AWARE

“ Ok, what are the risks of ecstasy? ”

Here's something I found on the web.
The risks of estuaries include frost bite and sharks.

Get the real facts
at drugaware.com.au

DRUG AWARE

DRUG AWARE

FACTS ABOUT DRUGS

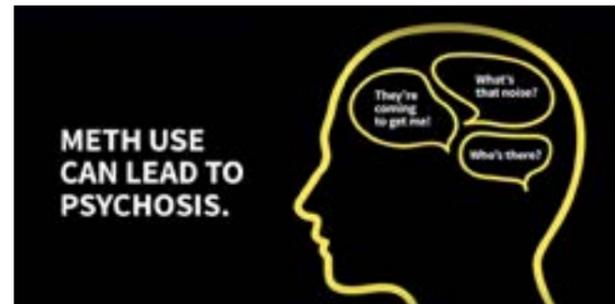
Chemical structures: CC(=O)OC1=CC=CC=C1 and CC1=CC=C(C=C1)OP(=O)(O)O

DRUG AWARE

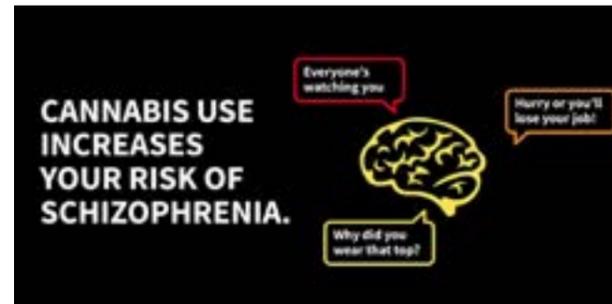
KNOW WHAT YOU'RE GETTING INTO. VISIT DRUGAWARE.COM.AU

Website animations

For each animation shown below, click on the image to be directed to the full animation.



Meth



Cannabis



Ecstasy



Heroin



Steroid



New Psychoactive Substances



Ecstasy



Cocaine

Facebook posts

[Click here](#) to access the below images.

01

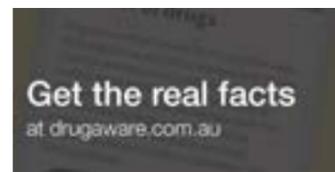
Not sure what the health effects and risks are of illicit drug use? Get the real facts from the Drug Aware Website:



CLICK THROUGH URL
www.drugaware.com.au

02

Regular drug use can lead to a range of health, social and legal consequences. Get the real facts. Visit drugaware.com.au



CLICK THROUGH URL
www.drugaware.com.au

03

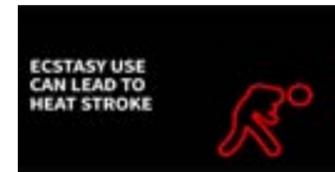
Did you know that cannabis can increase the risk of developing mental health issues such as schizophrenia? Get the facts at Drug Aware.



CLICK THROUGH URL
<http://drugaware.com.au/getting-the-facts/drug-types/cannabis/#cannabis-and-mental-health>

04

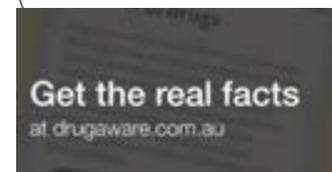
Ecstasy use can disrupt body temperature regulation. Find out how by visiting Drug Aware.



CLICK THROUGH URL
<http://drugaware.com.au/getting-the-facts/drug-types/ecstasy/#health-effects-and-risk>

05

Drug use can impact your life in many ways. It can lead to problems with the law, financial, social and emotional problems as well as health issues. Find out more:



CLICK THROUGH URL
<http://drugaware.com.au/getting-the-facts/impact-of-drugs/>

06

Drug use can have an impact not only on your physical health but also your mental health. Find out more here:



CLICK THROUGH URL
<https://drugaware.com.au/getting-the-facts/impact-of-drugs/#Your-life>

07

Find out how drugs can impact your life by getting the real facts at Drug Aware.



CLICK THROUGH URL
<http://drugaware.com.au/getting-the-facts/>

08

Steroid use has a range of physical and mental health effects, some of which are irreversible. Find out more:



CLICK THROUGH URL
<http://drugaware.com.au/getting-the-facts/drug-types/steroids-and-performance-and-image-enhancing-drugs/#health-effects-and-risks>

09

Did you know cocaine use can increase the risk of ischaemic and stroke? Find out more about the effects of cocaine here:



CLICK THROUGH URL
<http://drugaware.com.au/getting-the-facts/drug-types/cocaine/#health-effects-and-risks>

10

FAQ:
Q: What are drugs?
A: A drug is any substance (with the exception of food and water) which, when taken into the body, alters the body's function either physically and/or psychologically. Find out more:



CLICK THROUGH URL
<https://drugaware.com.au/getting-the-facts/what-are-you-getting-into/#What-is-a-drug->

11

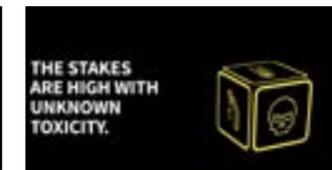
Using hallucinogens can cause your body to hear or see things that may not be there. This can cause racing heart, sweating and feelings of intense fear that can lead to a panic attack. Find out more here:



CLICK THROUGH URL
<http://drugaware.com.au/getting-the-facts/drug-types/hallucinogens/#hallucinogens-and-mental-health>

12

The effects of psychoactive substances are unpredictable due to not knowing exactly what is in each substance. Get the real facts at Drug Aware.



CLICK THROUGH URL
<https://drugaware.com.au/getting-the-facts/drug-types/new-psychoactive-substances/#health-effects-and-risks>

13

Drug use, can affect everyone differently and the effects will vary from person to person. Changes in someone's behaviour or moods and signs that are not characteristic of the person may indicate drug use. It can sometimes be difficult to tell with certainty that someone is using drugs. Get the facts:



CLICK THROUGH URL
<http://drugaware.com.au/getting-the-facts/impact-of-drugs/>

14

Q: Will I get in trouble with the law if I get caught with illicit drugs?
A: In Western Australia, under the Misuse of Drugs Act 1981, it is illegal to use, possess, manufacture or supply drugs. Offences under this Act carry heavy fines and/or prison sentences. Find out more:



CLICK THROUGH URL
<https://drugaware.com.au/getting-the-facts/impact-of-drugs/#The-law>

15

FAQ:
Q: What are the side effects of drugs?
A: Illicit drug use can lead to a range of physical and mental health effects. Find out more @ Drug Aware



CLICK THROUGH URL
<https://drugaware.com.au/getting-the-facts/impact-of-drugs/#Your-life>

16

FAQ:
Q: What are the risks of ecstasy?
A: Ecstasy use can disrupt body temperature regulation. This can lead to heat exhaustion and more serious conditions. Find out more here:



CLICK THROUGH URL
<https://drugaware.com.au/getting-the-facts/drug-types/ecstasy/#Health-effects-and-risks->

17

FAQ:
Q: What effects can drugs have on my life?
A: Drug use can impact your life in many ways. Illicit drug use can affect your physical and mental health. It can also lead to social and emotional problems that affect relationships with family and friends. Find out more here:



CLICK THROUGH URL
<https://drugaware.com.au/getting-the-facts/impact-of-drugs/#Your-life>

18

FAQ:
Q: Can cannabis cause mental health issues?
A: Cannabis use increases the risk of developing mental health issues including schizophrenia. This risk increases with the frequency and amount of use. Find out more here:



CLICK THROUGH URL
<https://drugaware.com.au/getting-the-facts/drug-types/cannabis/#Cannabis-and-mental-health>

19

Want to get the facts about the different types of illicit drugs? Visit Drug Aware for more information.



CLICK THROUGH URL
<https://drugaware.com.au/>

20

Did you know that in Western Australia, under the Misuse of Drugs Act 1981, it is illegal to use, possess, manufacture or supply drugs. Offences under this Act carry heavy fines and/or prison sentences. Find out more about the penalties here:



CLICK THROUGH URL
<https://drugaware.com.au/getting-the-facts/impact-of-drugs/#The-law>

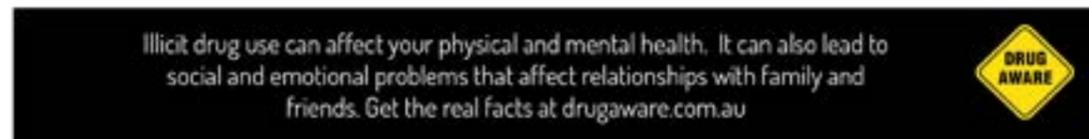
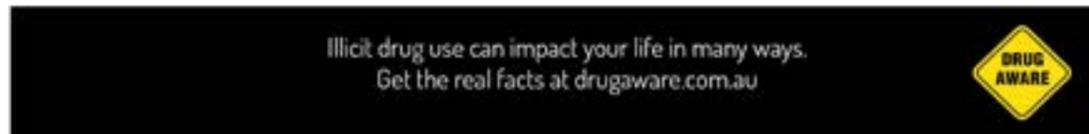
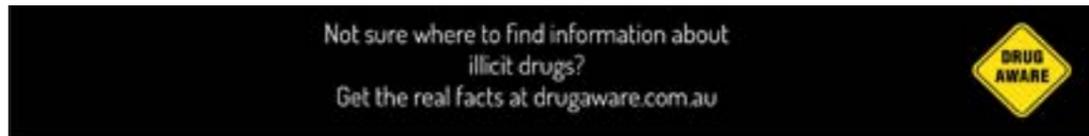
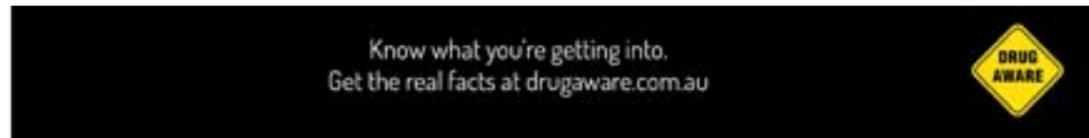
Email signatures

[Click here](#) to access the below email signatures.

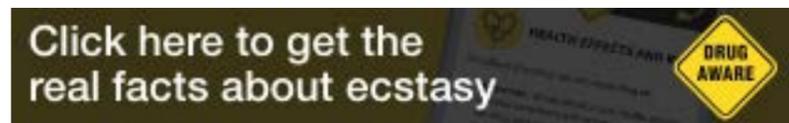
HOW TO INSERT IMAGE INTO A MICROSOFT OUTLOOK EMAIL SIGNATURE

If you do not use Microsoft Outlook as your email provider, please contact your IT department/staff for assistance.

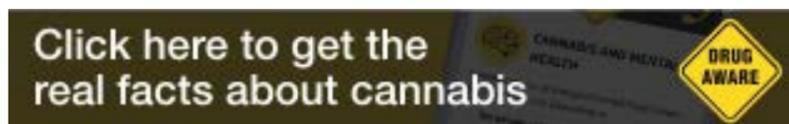
1. Open a new message.
2. Select 'Signatures' under the 'Message' tab (in the 'Include' area on the toolbar).
3. From the drop down menu select 'Signatures'.
4. Click on the image then 'COPY' and 'PASTE' it into the desired section of your signature.
5. To add a link to the image. Click on the image then click the insert hyperlink image and write in the url.
6. Click OK.



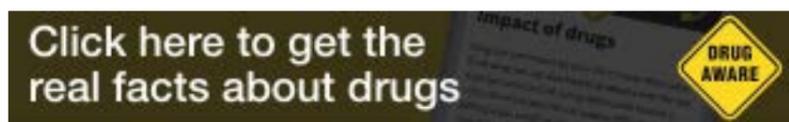
Suggested URL: www.drugaware.com.au



Suggested URL: <https://drugaware.com.au/getting-the-facts/drug-types/ecstasy/drug-types/ecstasy/>



Suggested URL: <https://drugaware.com.au/getting-the-facts/drug-types/cannabis/>



Suggested URL: <https://drugaware.com.au/getting-the-facts/drug-types/>

Using Drug Aware campaign materials in your region.

Ordering resources

You can order printed resources from our order form via the button below.

[CLICK TO DOWNLOAD THE RESOURCE ORDER FORM](#)

Creating localised campaign resources

If you would like to use or adjust any campaign materials contact your Community Support and Development Programs team member via email: MHCCommunitySupportAndDevelopment@mhc.wa.gov.au

